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○ 2012

# *Arete*

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NEWSLETTER OF THE INTERNATIONAL OLYMPIC ACADEMY  
PARTICIPANTS ASSOCIATION



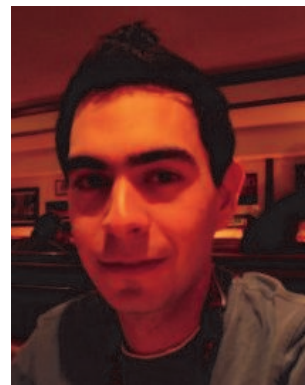
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## Editorial

By: Vagelis Alexandrakis (GRE)

Dear Readers,  
Welcome to the Fall Issue of the Arete Newsletter!



Find out what happened in Olympia during the summer! Read some first-hand experiences from the Young Participants' session, the postgraduate session and the IOA participation in the revival of the Nemean Games!

Would you be interested in finding out more about the IOA Masters Programme? All you have to do is read the two articles included in this issue with first-hand experiences from the 3rd and 4th version of the IOA Masters Programme.

Did you miss the Youth Olympic Games? Read an article about the first Winter YOG in Innsbruck and get a little bit of a flavour of what happened there. Find out how ice hockey changed an IOAPA member's life and read an article about how the IOA can CONNECT the world!

"The best Olympics ever"! In each Olympics' closing ceremony, organisers hope to hear these phrase by the IOC President. Read some reflections on these words and read, also, what the research of an IOAPA member on Olympic sponsorship has shown.

We also bring you insights into the Olympic calendar with upcoming events that are set to take place over the coming weeks and months and we also look back at sport & Olympic events and conferences that took place recently. Furthermore, find out some news and opportunities within the sport and Olympic movement.

Last but not least, read an exclusive interview with the Director of the IOA, Mr. Dionysis Gangas who recently received the Olympic Laurel Award by the European Olympic Committees (EOC).

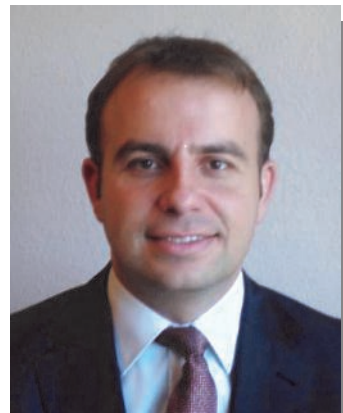
Enjoy your reading!

**Vagelis Alexandrakis**  
Arete Newsletter Editor



## President's Message

By: Hector Arguelles (Spain)



Dear Members,

Hope this message finds you all well. As it is self-evident having a look at this Newsletter, our editor Vagelis Alexandrakis is doing a terrific job bringing the Arete to a new level. This issue contains a broad array of topics around the IOA and Olympism that I am sure you will enjoy reading.

From the Association perspective we are already looking forward to the IOAPA Session 2013. We will be able to gather again in Olympia for 6 days during the Greek summer. The specific dates will be known before the end of 2012 and will notice you all with a save the date message through the mailgroup. Stay tuned!

We are looking forward to have many of you attending. We have gathered a good amount of feedback from the previous sessions and we are sure we will be able to strike the right balance between exposing everyone to Olympic education, running the IOAPA administrative matters to move the association forward and allow everyone to connect and enjoy the stay at the Birthplace of Olympism.

We keep working in a number of different initiatives. We would like to insist on the importance of your opinion and voice in all of them. If you haven't done so, please complete the IOAPA evaluation form that covers all of our areas of activity. We also ask for your input on potential new projects. It will take just 5-8 minutes and it will be very valuable for the IOAPA. Thank you!

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Warm regards,

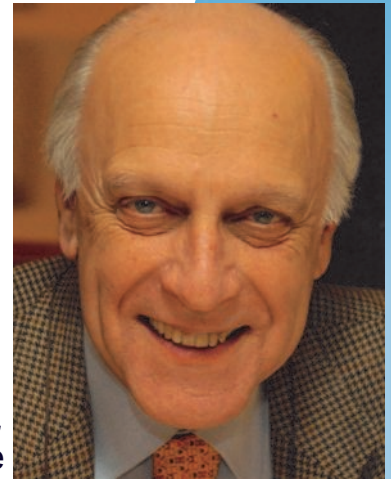
Hector Arguelles

## An Interview with the IOA Director, Mr. Dionysis Gangas

Interview by: Vagelis Alexandrakis (GRE)

### "Olympism is a way of life"

*“There are three things you should beware of in Olympia: snakes, scorpions and....Gangas”!!!!* There's definitely no participant of the last four IOA Young Participants' sessions who will ever forget this memorable phrase!!



Well, no offence to Olympian snakes and scorpions, but in this Newsletter issue we decided to interview Mr. Dionysis Gangas, the Director of the IOA, a person who has dedicated his life to the Olympic movement and was recently rewarded by the European Olympic Committees (EOC) for his outstanding services to Olympism. Mr Dionysis Gangas, speaks to us about his career, his experiences and the role and responsibility of the IOA and IOA participants towards society.

#### **1. What does this award mean to you and what does Olympism mean to you?**

The recognition of the work someone has offered throughout the years is always of great importance, especially when it comes from an international institution like the European Olympic Committees. Even though some people claim that the reward you receive for your long term involvement in sports means that the time has come to an end, in my case, such action would be a decline, since Olympism is considered to be a way of life to me and I am not going to abandon it as long as my spirit keeps strong. I assure you that I have the same feelings as in my youth.

#### **2. Throughout your long-lasting involvement within the Olympics what is, in your opinion, your greatest achievement so far?**

Undoubtedly, I would consider as my greatest success the fact that I have probably managed to carry along several generations who believed that Olympism is not only words but action as well in the field of sports and the society, in general. The principles that define the meaning of Olympism are simple, comprehensible and easy to implement, provided you wish to make them part of your daily life and share them with the people around you. I would say that my participation, as one of the "gears" of the Organizing Committee of the 2004 Olympic Games "machine" as well as the Director of the International Olympic Academy

are considered to be the core of my devotion to the goals of Olympism.

### **3. What's the role of the IOA within the Olympic world and how do you envisage the future of the IOA?**

The International Olympic Academy is, nowadays, the most important institute of the education and propagation of the values of Olympism, contributing to the clearest conception of the modern Olympic Movement. The people, who have had the opportunity to visit the IOA premises in Ancient Olympia so far, either as students or as professors, have become the best ambassadors not only of Olympism but also of the Hellenic virtue, since these two definitions are closely attached to each other. Within the 51 years of its operation, the IOA has hosted over 80.000 young people from all over the world, many of whom have become successful officials of the Sport Movement worldwide. Such splendid past action signifies and enhances the future action of the IOA, which is called today to be strengthened by new activities and greater publicity. The International Olympic Committee has confirmed in the most emphatic way, the upgraded role of the IOA regarding Olympic education, recognizing, its new course throughout the last 4 years.

### **4. What are the challenges that the IOA has to face under the current financial crisis and do you believe that the IOA has a special mission towards society during these difficult times?**

Never before has the IOA work been more significant than it is today. These days where the financial situation is in a very critical turning point, not only in my country but also all over the world, people have the absolute need to create a peaceful environment, where they can implement the Olympic Values with greater awareness and sensitivity. The social structures in general, along with their distinct features and their different customs, need to have a common denominator of coexistence. A system of rules regarding mutual behavior would be an effective solution, where it would assist the societies to overcome the difficulties and provide their members with the essential mental supplies of endurance and hope, so that they can confront the current adverse conjunctures with tolerance, courage and positive expectations. This is why all the National Olympic Academies, as it has repeatedly been mentioned in the annual IOA Sessions, have to contribute, in many ways, to the creation of a suitable environment worldwide, with consistent action and faith to the Olympic Principles.

### **5. What's the role of the IOA past participants? How could they become Olympic values ambassadors back in their countries? What would you advise them?**

As I have already mentioned above, the IOA participants are simultaneously transformed into ambassadors of Olympism and its values, once they return to their home countries. We strongly believe that the messages, which they receive during their stay in the birthplace of the Olympic Games, give them more strength to deal with issues in the field of Sports more effectively. Each sport society needs well trained youth. A training which will focus on common Olympic Values in contemporary societies. I

A training which will focus on common Olympic Values in contemporary societies. I would directly say to these participants that they should feel happy and satisfied with the fact that they have something special to offer and that they should work on that with altruism and love, if they want to feel useful towards their fellow men and develop, at the same time, their self respect. And we should never forget that Olympism is, as I have already said, a way of life.  
Nothing more, nothing less.

We would like to wholeheartedly thank Mr Gangas for this interview.



## The IOA Young Participants' session: Through Caribbean eyes

By: Ayana Baisden (SVATG)

Flying over Greece, I peered out of the plane's window to get a glimpse of the landscape below. The gently rolling hills were sparsely scattered with vegetation. I pinched myself as the aircraft approached the airport. Greece before this existed only in books and in my dreams. The National Olympic Committee of Saint Vincent & the Grenadines had selected me to be their representative at the 52<sup>nd</sup> International Session of the International Olympic Academy. I had to take a plane to Barbados and then from there onward to England and then from England to Athens, Greece. Some people would find so much travelling tedious, but I was so excited by the opportunity I had been given that I enjoyed every moment of the journey.

The International session for Young participants is held in Ancient Olympia, which is on the north-western side of Greece. These sessions were started by the I.O.A since 1961 in an effort to spread the message of Olympism to the youth of the world. Participants meet not only to learn about the Olympic principles and ideals but also to learn to interact with people of various cultures. The works of the session included educational activities such as lectures and group discussions about the Olympics. However, this was no ordinary conference-type session. The professors were of varied nationalities as were the participants and this made for some very interesting lectures and discussions. Each day's expectations were surpassed as we enjoyed the lively discussions. The spirit of healthy competition was kept alive with group sports and individual sports taking place in the afternoon. To complete the day we also had art workshops and dance workshops. These workshops were so exciting that some of us managed to take part in both with equal enthusiasm. This made for an enjoyable Arts Happening / concert at the end of the session.





Technology has continued to play a part in the sessions. This included streaming of the lectures live online; as well as touch-screen interactive boards outside the lecture hall. Many of the participants were members of their National Olympic Committees (N.O.Cs) and National Olympic Academies (N.O.As) in their homeland. However, there were participants who were journalists, athletes, educators, coaches and Olympians. It was a wonderful mixture of people all interested in the Olympic ideals and principles.

The International Olympic Academy hosts the Youth Sessions on their campus in June. Over 170 participants from countries all over the world take part in activities to discuss and develop ideas to help Olympism worldwide. Participants learn tolerance and diplomacy in their everyday interaction. The languages used for the works of the session may be English, French and Greek, but the underlying connection is the love of Sport.

Tours of historical sites in Athens, Olympia, Nemea and Delphi enabled us to envision the ancient games and see how the modern games were created with respect given to the past. Participating in the Revival of the Nemean Games was one of the most memorable events at this years' I.O.A session. The combination of lectures, tours and sporting activities helped to develop our bodies, minds and spirits in keeping with Greek culture and Olympic ideals. In the afternoon sessions we were able to take part in art workshops, dance workshops and cultural showcases put on by participants. The people of the little town of Olympia warmly welcomed us as we ventured into town to enjoy the local cuisine, shop and to watch Greece play against Germany in a memorable football match. Each morning we awoke to the music of many nations. Some people went to morning exercise, others prepared for the morning lectures. We all came together to discuss our different perspectives; living in a communal environment. Like the rings of the Olympic flag we may be of different colours but of one mind; all having one goal.



## 19th postgraduate session on Olympic Studies

By: Angelo Altieri (Italy)

This year 26 participants, 13 men and 13 women, from 21 different countries took part in the annual postgraduate seminar. It was my third time here in Olympia, one unique place in all over the world. Thanks to the Academy this seminar is a forum for studies on the "three pillars" – the Olympic Movement, the Olympic Games and Olympism. These studies involve both Ancient and contemporary Olympic issues. The special subject of the 19th International Postgraduate Seminar is "The legacy of Olympic Games".



The seminar is entering its nineteenth year and has proved a unique catalyst in the domain of Olympic studies. Professors from all over the world, specialised in Olympic Movement issues, contribute to the works of the Seminar.

The seminar was divided into four cycles:

- a) The Ancient Olympic Games and their philosophy.
- b) The modern Olympic Movement, the revival of the Olympic Games and the history of the modern Olympic Games.
- c) Olympic Education and socio-political aspects of the modern Olympic Games (media and communication, management, organisation and marketing).
- d) The ethical and philosophical issues of Olympism as well as the athletes' rights in the modern Olympic Movement.

The topics presented by the lectures offered us the opportunity to consider and to contemplate the Olympic realities. The group considers that further discussions of these topics should be realized in future.

The lectures were instructive, providing us the learning component, and, in the same time gave us the opportunity for collaboration, providing the possibility for development in analysis and critical review.

In summary, the lectures provided participants specific information, advices and warnings aimed at fostering and encouraging research in a variety of Olympic related fields, but also support regarding research methodologies, as well as provoking ideals further aimed at each individual as an intellectual and “Olympic” human being.

The postgraduate student presentations echoed the powerful meanings highlighted in the Olympic movement, the importance of education of the Olympic Games and management of its values. The topics ranged from the analysis of gender representations and consumption in the Olympic Games, highlighting the complex intersections of identities that should be considered within Olympic media sport, the critical analysis of the new generation’s sport activities, organizational ethics, Olympic legacy, and the analysis broadcast coverage of Olympics in different countries.

All presentations were well received and evoked continued debate amongst seminar participants. The variety of research were related to the Olympic Movement highlights the multi-faceted work that is being done within the international postgraduate community.

The case study and the debates about “The ethics in the Olympic Movement and Corruption “ remind us that the Olympic Movement and the Olympic Games are confronted with tremendous internal and external challenges. The International Olympic Academy can play an important role in dealing with these conflicts. However we, as participants, should contribute on national and international level through our individual capacity to assist in supporting positive changes.

During the 19th seminar postgraduate students I was the coordinator, that’s why i had a different point of view: first of all, it is an opportunity to help selected young students from many parts of the world to gain knowledge and experience on the Olympic movement, in order to expand their Olympic knowledge.

In addition, we had the opportunity to contribute to the Olympic research. Apart from that, what is more important for us was living together for 30 days, exchanging ideas, creating friendships, and helping each other, since that is the real meaning of Olympism. That will helped us in making personal contacts with different countries all around the world. Our countries were so important in first days, when was not easy remember names and faces. After 4 weeks in this special context we were beyond an international meeting, beyond an international seminar, beyond the Games... that’s why was possible remember names, nicknames, learn each other and joke together. TOLERANCE is one of the principles of the philosophy of the Olympic Academy, here we could find new colleagues for our network, new friends for our life, or something more; I found all of them.



# The IOA Masters Programme 2011-2012

By: Lea Van Breukelen (NED)

In 2010 I was a participant at the 50th Session for Young participants at the International Olympic Academy. At this Session I became familiar with the Olympic Ideals. In Olympia I saw friendship, sportsmanship but most important: respect. I was surprised to see almost 200 people from 93 different countries with different languages, religions and backgrounds, becoming an “Olympic family” in just two weeks. At this session some of the coordinators were students from the IOA’s Master’s Degree Program “Olympic Studies”. After my great experiences during the Young Participant Session I decided to apply for this Master. It was a great honor to be accepted for the 3<sup>rd</sup> version of this Master program.



The Master’s Degree Program “Olympic Studies, Olympic Education and Management of Olympic Events” is organized by the International Olympic Academy in collaboration with the Department of Sports Organization and Management of the Faculty of Human Movement and Quality of Life Sciences of the University of the Peloponnese. The Master Programme is privately financed by the Ioannis S. Latsis Public-Benefit Foundation, therefore there are no costs related to accommodation or course fees.

Exactly one year ago the adventure started in Athens, where I met my fellow students. I was very excited because the group was so diverse with people from Belarus, Canada, China, Estonia, France, Greece, Hungary, India, Japan, Kenya, Lesotho, Maldives, Nigeria, Oman, Pakistan, Portugal, Puerto Rico, Serbia, South Africa, Thailand, the United States and Zambia. Not only our cultures, religions and ages were different but our backgrounds as well, just to give you an idea: in our group of 28 students we had an archeologist, a physiotherapist

and a lawyer. We even had two Olympians in our group: marathon runner Hussain Haleem and bronze medalist in sailing Sofia Papadopoulou.

We all got accommodation at the International Olympic Academy in Olympia, where the lectures and examinations were held. A beautiful and very inspiring environment and I can say that we became true locals in Olympia. Our Master program consisted of two semesters and each semester had five modules, two weeks each. At the end of the module, an examination was made and an essay was written. We attended courses on the history of the Olympic Games, Olympic pedagogy, Olympic philosophy and courses on the organization, management, marketing and sponsoring of the Olympic Games and major sports events in general. The courses were great because we got courses from some of the best professors in the world. The professors were from Australia, Canada, Greece, Great Britain and the United States of America, some of the professors traveled for 48 hours, one-way trip, so we were very lucky that they were willing to share their knowledge and experience.



The International Olympic Academy has been very generous by organizing trips to show us the different sides of Greece. Before the start of our first semester we had an educational tour of three days with visits to archaeological sites of Isthmia, Nemea, Mycenae, Epidauros and Nafplio. Before the start of the second semester we got a great tour through North and Central Greece with stops in Thessaloniki, Vergina, Ancient Pella, Dion, Kalamata and Delphi. In the second semester we also attended courses at the University of Sparta. So we really experienced Greece and the Greek university life, I must admit that is a great way of life.

Besides our life at the Academy we also organized some trips and events in the weekends and during the week we had many sports competitions, with professor Georgiadis as the toughest competitor. The sports competitions and the trips in the weekends were great to get to know each other really well and we



became a close group with great friendship. We celebrated birthdays with cakes, presents, surprises and dinners. I was very lucky to celebrate my birthday in Olympia and my fellow students made it a memorable day. Besides celebrating our birthdays we celebrated the Hindu festival Diwali and the Islamic festival Id al-Adha together. We were very lucky to be in Olympia during the Lighting ceremony of the Olympic Flame, due to the IOA and the Hellenic Olympic Committee we all got accreditation to attend this special event in the Ancient Olympic Stadium, an unforgettable experience.

Being a student in the IOA's Master program was a true privilege. It was very special to stay at the Academy for a couple of months with people from all over the world and getting lectures from professors with lots of knowledge and experience.

I would like to thank the International Olympic Academy for this opportunity and especially professor Georgiadis and Evi Salepi for all their help and support during our stay at the Academy. *Efharisto poli*





# The IOA 2012-2013 Master's Programme

By: Angie Murphy (USA) & Miikka Neuvo-  
nen (Finland)

The fourth and also the most international IOA Master's Program to date, kicked off in early September in Olympia with several countries being represented for the first time. From the initial meeting of all the students in Athens, there was a common connection amongst all of the students as we were eager to arrive at the Academy and start our journey in this program. The passion that we each have for the Olympic Movement is evident throughout all of the students who are all coming from different backgrounds. Among the various countries represented, we also have a wide range of ages from twenty-one years old to forty-six. Within our group of participants we have a President from a National Olympic Committee to University students to a 5-time Olympian to National Olympic Committee staff members as well as other sport enthusiasts.

Upon arrival to the program many of us had questions as to what to expect when thirty people from twenty-four different countries get together for nine weeks at the International Olympic Academy? How will I fit in amongst different cultural and social backgrounds? Do I have enough knowledge to contribute on the topics? What will the language barriers be? Who will our roommates be?

We are now three weeks into the program and have completed our first exam, are working on a group project assignment, have had daily reading material and studying requirements; however, a lot of learning happens outside the lecture room as well. With the variety of cultures,

languages and religions, every day is a learning experience in itself.

Trips to the beach on the weekends or visits to the pool bring us all together in stronger way. Daily sporting activities include different ball games, yoga and hiking. All of the various activities allow each one of us to be able to teach the rest of group about our own cultures or backgrounds and we are all able to learn from each other. Life-long friendships are being formed and everyone is realizing we are all equal no matter where we come from.

As previous attendees of the Young Participants Session, it is an honor to have been chosen to be students in this program. It is a special experience to be back at the Olympic Academy and is extremely inspiring and motivational to be able to have this learning experience at the birthplace of the Ancient Olympic Games. We look forward to continuing to learn and grow from each other as we work together within the studies of the program and in all of the other activities that unite us all.

We must be really grateful to the John S. Latsis Foundation for providing us the opportunity to study here. Hopefully they keep on supporting the Academy and the program.



# Ice Hockey and me: a personal experience

By: Kristina Koch (Austria)

I am delighted to have been given this opportunity to share with you my own personal story on how sport and its values that are evident in the Olympic Movement, have impacted my life.

Today, I live in Switzerland where I work for the International Ice Hockey Federation. Since I started with the IIHF in 2007, I have had an incredible wealth of both professional and personal opportunities that have allowed me to gain lots of professional experience, but also let me grow as a person. I greatly enjoy what I am doing, and feel lucky to be where I am today. All this, I solely owe to sport – but let me start at the beginning...



I grew up in Austria. Nobody in my family practiced sport, they even refused to watch it on TV. So I wasn't very enthusiastic about it either - until that day in March in 1999 when a friend gave me ice hockey tickets as a random gift. I had no connection to the sport and had never seen a game. I wasn't particularly excited about it, but since I had nothing better to do that evening, I made my way to the arena.

It would be an understatement to say that this hockey game changed my life. Let me summarize what followed:

I loved, loved, loved it.

The next day, I bought a season ticket to home town's hockey team and became an avid fan.

- In 2000, I laced up my own skates and joined the local women's hockey team.
- In 2001, I made the Austrian Women's Hockey National Team.
- In 2003, I was admitted to the local boys' hockey team – as the first girl ever.
- In 2004 and 2005, I played in my first and second Women's Ice Hockey World Championship.
- In 2005, I was admitted with a full scholarship to a Sport Management Undergraduate Program in Finland with a concentration on Ice Hockey from which I graduated with honors.
- In 2007, I started to work at the International Ice Hockey Federation where I am employed until this day.



The above are the hard facts, but there was another important dimension to all of this. Before I got involved in sport, I was a hopeless teenager. I had no perspective what I wanted to do with my life and I was quite bad in school.

Hockey transformed me. It taught me values that apply not only to sport, but to life just as much.

Through sport, I learned how to set long-term goals. It gave me passion and the drive and persistence to achieve my goals. On another scale, I learned to work in a (hockey) team and it gave me respect and understanding for my peers as well as for myself. Sport inspired me, made me dream big and gave me a sense in life, and, ultimately a career path.

Internalizing the values of sport changed me fundamentally. I secured a university scholarship and went to study abroad in Finland and, to my great surprise, I became one of the best students in class. When I told my colleagues that I used to be completely disorganized and get lots of bad grades, they would shake their head and say: "You're lying." My attitude had turned around 180 degrees – I hardly recognized myself.

In retrospective, getting into sports was probably the luckiest coincidence of my life. It provided me with many invaluable and rare opportunities to become a better person – one of those was certainly taking part in the 2012 IOA Session. And today, through my work in sport and the multi-cultural environment of an International Sport Federation, I continue to grow. I got to know many wonderful people along the way who were willing to mentor me and teach me their own philosophies for success and happiness, many of which I have kept in regular contact with until this day.

Now, that I have been with the IIHF for five years, my primary goal is to stay with the IIHF and in the sports industry. I am very passionate about what I do, so I'd be happy if I could keep up my work in hockey for the coming years.

After all, I believe that doing something you love is the most important of all career philosophies. And that I owe to sport.

I invite everybody who wants to know more to connect with me! I'd be happy to answer any questions you may have.

Good luck and lots of success with your very own goals in sport – and in life.

## My experience in the YOG

By: Marjory Malbert (FRA)

In 2010, after a thoughtful decision, I decided to make an Executive Master in International Sports Marketing that offers the ESSEC Business School in Paris.

In the context of working seminars, I had the opportunity to go to the International Olympic Committee in Lausanne. I met Essar Gabriel, one of the Youth Olympic Games (YOG) organizers. He presented us the concept and a retrospective of the first Summer YOG that had taken place in Singapore.

Delighted by the concept, he proposed to all students to become volunteers for the upcoming Winter Youth Olympic Games in Innsbruck, which would take place a year later. We immediately accepted the proposal.

After a phase of recruitment, I had joined the IF Services and Sport Production under the responsibility of Wiebke LINNEMANN IF Services & Sports Production Manager.

I was located in the Main Operations Centre (MOC).

I was in charge of the coordination of the "YOGGLE on Tour", a team of 15 volunteers from Austria, Greece, Germany, USA, France, Slovenia, and Russia.

Nb : The YOGGLE was the Innsbruck 2012 Mascot

Then my job was to manage that team : requests, tasks and issues ; co-ordinate the "YOGGLE on Tour" on the venues, during the ceremonies, in the Olympic Village, or during partner activations.

This job was a key job because the Mascott is a key element of promoting the Games !



To sum up my experience :

Before going to Innsbruck, I was a bit stressed because it was the first time to be present at the Olympic Games and especially the first winter YOG as volunteer.

However, there was a very good training for volunteers - I received a significant amount of information that helped me to be safe and ready to be part of it!

Being volunteer was an enriching, once-in-lifetime experience. I met a lot of people from around the world and worked together towards enhancing the Olympic spirit. I had the feeling of being a member of a big family, to be a member of the Olympic family.



The YOG were well organized and professional while remaining simple and human-sized ; The organizing committee was very close to all volunteers (before, during and after the event) – HAVE FUN was the key world !

Living with the “Olympic Spirit” for 2 weeks was an unforgettable experience.

I would remember that VIPs were relaxed and It was easy to meet people : Meeting NOCs, athletes, IOC members, famous people, former high-level sportsmen, people from all-over the world... was very inspiring.

*NB: I had the opportunity to meet Peter BAYER, the Innsbruck YOG CEO and present to him my report from the YOG. He was impressed and showed it to his team ! He will use it to Lillehammer YOG organization in 2016 !*

It was a chance for me to get first-hand experience for future reference in my sporting career. I hope working within the Olympic Movement and spread what I have learnt !

My state of mind about Olympism has evolved. The spirit and the YOG DNA are here. To be continued...



To conclude : I discovered the Olympic Spirit thanks to the YOG. What I mean is that before I was just a TV spectator and ever since I became an Actress ! I used to watch the Olympics as you can watch a football match. After the YOG I got the message of Olympism and the Olympic Movement. It changed my life and my vision to see things.

- EXCELLENCE : « Striving for excellence in all that we do »
- RESPECT : “Respecting ourselves, each other and the rules”
- FRIENDSHIP : “Living in friendship and peace”

After that I continued to be an Actress of Olympism by participating in the 52<sup>nd</sup> International Session for Young Participants, by being involved in the French Olympic Committee and mainly by promoting values in my every day life!



## IOA connecting people!

By: Panos Trikaliotis (Greece)

Traveling around the world is the ultimate dream for many people. But only a few get their backpack and start living it. I consider myself very lucky for having the chance to live one of my biggest dreams. It all started on 11<sup>th</sup> September 2011 when I was flying to New York. What a date to fly there, but it was a good start for a very intense, rewarding and full of Olympism 10-month trip. Partying in Miami Beach, Las Vegas, Cancun, Rio de Janeiro, Buenos Aires, Melbourne, Lima and Asuncion in Paraguay like in Zorbas, Enjoying the Nature in Niagara Falls, Foz do Iguacu Cataratas in Brazil, Paihia - Te Anau and Queenstown in New Zealand, Cairns in Australia, Tioman Island in Malaysia, Machu Picchu and Mancora in Peru, Mar del Plata in Argentina and Punta del Este in Uruguay like in Ancient Olympia, Experiencing the Culture in Ottawa, San Salvador, San Jose in Costa Rica, Montevideo in Uruguay, Guadalajara in Mexico, Sydney, Auckland, Singapore, Paris, Doha, San Francisco and New York like in the Young Participants Session, Living with the People in Mexico City, Dunedin in New Zealand, San Diego, Los Angeles, Piriapolis in Uruguay, Munich and London like in the International Olympic Academy and last but not least Meeting many of our IOA Friends. The hospitality, warmth, friendship and smiles I received from the IOA family was one of a kind and it made me very proud for being part of this family.



I met more than 30 IOA friends and made a few more during the trip who were coming from Israel, Denmark, Peru, San Salvador, Germany, Uruguay, New Zealand, Mexico, Costa Rica, Argentina, Paraguay, Syria and many more countries. We all shared the same passion about Olympism, had great discussions about Olympic issues, talked about our experiences in the academy, had great laughs, got the chance to know each other more in depth and gave each other with a big strong hug before we had to say goodbye. Watching them in their everyday life and trying to be very hospitable and welcoming, no matter how tired they were or how many problems they had to deal with, made me feel much more obliged and happy for being one of their friends.

Some of the IOA experiences I would always remember are the following:

- When in Peru I had the chance to go to Manuel del Castillo's engagement party in Lima. Both him and his fiancé are literally made one for the other.
- Marcela Guadalupe Aparicio Penate also well know with the nick name "Aphrodite" gave me a home to stay. Her mother and grandmother, always with a smile on their face made me feel like a member of the family. Luis Lazo, Rina Gabriela Carballo Barrera and Gabriella Arias Cuellar just made my days in San Salvador.
- Mazimiliano Prenski well knows as Maxi gave me my first surfing lesson in his surf school in Mar del Plata in Argentina.
- Mikael's, Pablo's and Agustin's (Brothers) Aprahamian family was one of a kind. It felt like being in my own house and the cheese they make is just AWESOME.
- Talo Desmaison, Maho Fermi, Stefania Accame and the Jagermeister night we had will always be in my heart.
- José Emmanuel Lobo Martinez, Maria Laura Lopez Gonzalez and the Tequila bottle is still on my mind.
- Anna Miller opened her house for me in Dunedin in New Zealand and we had a great time making dinner with her friends. But I still remember myself crying like a baby because as a newbie I had to do the dirty work: Cutting the onions.



To sum up the IOA family is always in my heart. The trip couldn't have finished better than being in London watching the 2012 Olympic Games and meeting so many old and new friends from around the globe. In this life you get what you give, so I'm sure the IOA people would just get the best in terms of humanism, love, respect and friendship. For those who already know and for those who will learn it in the future, my friends don't forget:

*For those who know and those who'll go,  
the IOA will make your soul.  
Around the earth you'll have a home,  
a bed, some food and so much more.  
The values you get and friends you make,  
are priceless indeed, no matter what they  
say.  
I'm Greek and you from somewhere  
around the globe,  
So what? The IOA connects the World.*





# The International Symposium for Olympic Research

By: William Lindsay (Canada)

After having one of my best summers by attending both the IOA and the Games in London, I was back in the “Olympic bubble” during the International Symposium for Olympic Research held on October 19-20, 2012 in London, Ontario, Canada. This was the eleventh edition of the conference held on the campus of Western University (formerly the University of Western Ontario).



The title for this year’s symposium was “Problems, Possibilities, Promising Practices: Critical Dialogues on the Olympic and Paralympic Games.” The conference was presented by the International Centre for Olympic Studies and overseen by its director, Dr. Janice Forsyth.

Over sixty lectures, on a wide range of topics related to the Olympics and Paralympics, were presented during the conference. From marketing and sponsorship, to law and history, no stone was left unturned. Current topics bantered about in the media, such as the wearing of a hijab during sports, and gender testing, were highlighted. Two keynote addresses were also given: one by Dr. Brian Wilson from the University of British Columbia (Canada) and one from Dr. Barbara Keys from the University of Melbourne (Australia). Dr. Keys was one of our lecturers this summer in Olympia and it was great to see her and her son again.

Presenters from a dozen countries educated participants on their recent studies and where their research will lead them in the future, mainly within the socio-cultural area of study. A healthy discussion followed each group of presentations. Participants were able to ask questions and therefore, have the presenters examine their information from different angles.

Of particular interest to me were the two presentations surrounding figure skating, a presentation about a Canadian clothing company Lululemon, and a presentation about National Olympic Houses, in which I happened to be quoted. The figure skating presentations examined how the media portrayed male skaters in the coverage of the Vancouver Games and the level of awareness of the Youth Olympic Games among figure skating coaches. I think it is safe to say that many coaches interviewed had not heard of the YOG before. The United States fielded a very small team at the event, and the Canadians did not participate at all. Lululemon used a style of ambush marketing during the Vancouver Games. It was brought to our attention that the Commercial Rights Management team at VANOC used Lululemon to make a case for brand protection in the national media. The history of National Olympic Houses in Canada, Germany, and Australia was examined and discussed. I have been involved in two Canada Olympic Houses, so I enjoyed this lecture and hearing of the struggles to get an Australian House off the ground.

Edited collections of past conferences are available on the ICOS website [www.uwo.ca/olympic](http://www.uwo.ca/olympic). I am sure within time the 2012 collection will be available as well. Their website is also a great resource for all of the events sponsored by the centre.

The next conference is scheduled for the fall of 2014, just in time to report on all of the activities surrounding the Sochi Games. I have my fingers crossed to attend both the Games and the next Olympic symposium.

## European NOA Conference

By: Carolin Bischof (Germany)



On October 19<sup>th</sup> until 21<sup>st</sup> the first European NOA conference took place in Eltville near Wiesbaden/Germany. It was hosted by the German NOA, the Federal State of Hesse and the Willibald-Gebhardt-Research-Institute. Delegates from more than 20 European countries and Qatar came to share their experiences and get inspired by the programmes and projects in other countries.

The aim of this conference „Olympic Education in Europe: National Experiences – International Perspectives“ was on the exchange of thoughts and initiatives of communicating Olympic values and ideas and on the improvement of cooperation between the European Olympic Academies.

After being welcomed by the Vice-President of the German NOA Prof. Dr. Helmut Altenberger and the Director General for Sports of the Federal State of Hesse Prof. Dr. Heinz Zielinski, Prof. Dr. Deanna Binder from the University of Alberta held the first lecture „Communicating olympic values: an Option for sport and society“, which was a very good and inspirational beginning of the conference.

Later that evening the participants enjoyed a delicious dinner at the conference center and could exchange their thoughts with other participants in a very nice atmosphere.

In the Saturday morning Session – chaired by DOA-President Prof. Dr. Dr. h.c. Gudrun Doll-Tepfer – the participants had the pleasure to listen to a lecture of the Honorary Dean of the IOA Prof. Dr. Kostas Georgiadis as well as Anne Chevalley, Head of the IOC Educational and Cultural Services of the Olympic Museum and Jakob Kornbeck of the European Commission (Directorate General for Education and Culture). Also the NOAs had the opportunity to present their programmes during the conference, which was great to see and hear. The common opinion was that it is very important to exchange ideas and the outcomes/effectiveness of the initiatives of the various NOAs.

In the afternoon the delegates heard a lecture of Prof Dr. Roland Naul, University of Duisburg (Olympic Education – A mission for the National Olympic Academies) and a very interesting panel discussion lead by Prof. Dr. Manfred Lämmer (Cologne Sport University, DOA-Board Member) with Sylvia Schenk (DOA Board Member), Prof. Dr. Jim Parry (University of Prague), Prof. Dr. Thierry Zintz (NOC Belgium, MEMOS programme) and Lozan Mitev (NOA Bulgaria).



In the late afternoon the group was taken to the monastery Eberbach for a guided tour and winetasting, which found great approval of/by/among the participants. In the evening the group enjoyed a reception and a dinner in the wonderful atmosphere of the *Schloss Biebrich*.

Sunday morning and after a very inspirational and interactive lecture by Prof. Dr. Gudrun Doll-Teppe (also Vice-President of the German NOC) about „The Youth Olympic Games: A new perspective for Olympic Education“ and further presentations by the participating NOAs, the delegates could discuss in an open forum about „Olympic education without borders: approaches and perspectives for international cooperation“.

The conference was a complete success and the participants agreed to continue these meetings to share experiences and build up a network between European NOAs.



Photos: DOA/Joerg Obernolte

## French National Olympic Academy Seminar

By: Marie Christine Plasse (France)



From the 19th to the 21st of October, the French National Olympic Academy (ANOF) held its annual seminar at the Port Royal Centre, near Paris. This meeting, where all Academy members were invited, was the opportunity to review the past projects, and also the upcoming ones for the new 4 years cycle Olympiad.

Most importantly, this seminar gave the opportunity to the French representatives of the 2012 IOA Young Participants' session to present and share their experience. The present Board members of the Board of the ANOF welcomed the enthusiasm of the young participants to develop and propagate the philosophy of Olympism.



# The Best Games Ever

By: Ana Adi (Romania)

([www.anaadi.net/](http://www.anaadi.net/) @ana\_adia)

Every Games edition brings something new. Whether it is sporting performance, technical advances, different experiences, every Games editions organizer aims to be memorable in a good way. Perhaps, this is the reason why the claims for “firsts” are increasing not only in the sporting arena, but also in terms of organization, experience, symbolism and ritual of the Games.

In the past years the IOC used to report on the world and Olympic records broken at the Games but also on the technological innovations tested or launched during Games time. For instance, live broadcasting was tested at the Cortina Games in 1956, slow-motion footage happened first at the Mexico Games in 1968, video-on-demand and 3-D high-definition came to Nagano in 1998, online television was first tested at the Athens Olympics in 2004 and video coverage available to access from mobile phones Turin 2006.

While the IOC and the media continue to report such novelties, a new trend is emerging: marking the elements that make a city's hosting of the Games unique. While host cities have always aimed for that, the competition seems to have become stronger in recent years. There are many reasons that could have prompted this: the competitive nature of the selection process, the extended period of preparation and hence the expectation that is built in between Games editions or the heightened media attention that the Games receive – both the number of media rights holders and that of reporting media is considerably higher than a decade ago. The increased public attention seen into the higher amount of hours spent watching the Games as well the increased public involvement seen in the growth of applications for volunteer positions can also explain the competition to organize the best Games between Olympic host cities. But perhaps it is the transformation of the Games into a mega-event, a show and a spectacle for the entire world to watch and join and the cities desire to (re)position itself in the general public's and international business and politics map that make the competition so much more visible and so much stronger.

While there are many ways in which the memorability and uniqueness of the Games can be expressed, it is the IOC's president closing ceremony speech that confirms and summarizes an entire Olympic experience.





London 2012 has been called “very happy and glorious”, a reference to UK’s anthem and a qualification focused more on atmosphere than organization. Vancouver’s Games were also praised for their atmosphere but also attitude, Jacques Rogge calling them “excellent and very friendly Games”. In comparison to them, Beijing’s evaluation was dual and open to interpretation. While they were branded as “truly exceptional Games”, the IOC’s President final remark can point both the organization, show, venues and support for the Games but also the controversies surrounding China’s human rights record and freedom of speech.

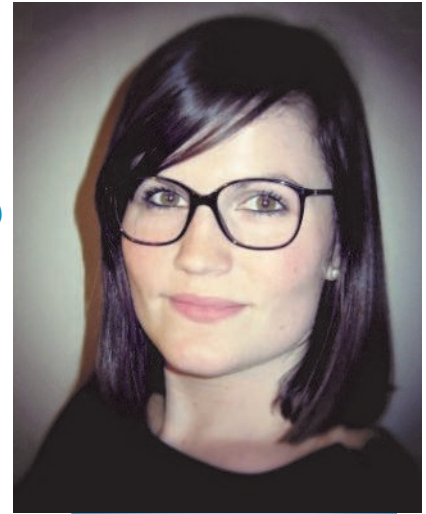
In the history of Olympic speeches from 1980s to nowadays, it is only the Atlanta 1996 Games that received a very similar closing ceremony summary. Called “most exceptional Olympics”, the speech seemed to remind the public of the terrorist attack that shadowed the Games. Athens too also received a dual evaluation of “unforgettable, dream Games”. While generally positive as a statement celebrating the Olympics return to their spiritual home, this could also be interpreted as reference to the Athens’ rushed final preparations ready just in time for the Opening Ceremony. Salt Lake in 2002 were only “superb Games” while Sydney in 2000 were “the best Olympic Games ever”.

One could argue that, at least in the IOC’s view, Sydney’s organization of the Games has yet to be equaled. However, a look beyond and prior to Sydney 2000, shows that the closing ceremony speeches were not as creative in summarizing the Olympic experience as they are post-2000. Moreover, the focus in the 1980s and 1990s was more on organization. For instance, in 1998 Nagano was said to have “presented to the world the best Olympic Games ever” while Lillehammer and Calgary have offered the world “the best Olympic Winter Games ever” in 1994 and 1998. If compared with Sydney, Nagano, Lillehammer and Calgary, Barcelona comes as winner presented as “with no doubt the best games of the whole Olympic history”. Of course, one could argue that it was Juan Antonio Samaranch’s, the IOC’s president at the time, bias and national pride that influenced his evaluation of Barcelona’s Games however, no other Games have been reported to the best in the history of the Olympics since. Prior to that Seoul’s 1988 Olympics “the best and most universal Games in our history” are the only ones with a claim to universality – the team of South and North Korea walked in together in the stadium – .

Several questions emerge from here: how did the other closing ceremonies summarize the Games editions before the 1980s and why is it that the post-2000 focus shifts from organization to atmosphere? One could assume that is it the changes in storage and archival of data, the attention and care for history building, the competition to be “the best Games ever” as well as the changing of the Games from a sporting event to a mega-spectacle sponsored, paid for, covered and witnessed by the entire world that cause this shift. However, more research and a more in-depth look at the history and context of each Olympic Games edition can help answer those questions.

# An investigation on the impact of sponsorship on consumer's perception and attitude towards Olympic sponsors

By: Marion Lacroix (France)



The aim of this study was to investigate the impact of sponsorship on brand equity, and more specifically on consumer attitude toward Olympic Sponsors. Over the past decade, corporate sponsorship has increased considerably and became a great interest of research. As the Olympic Games are one of the most well-known and watched event in the world, they are therefore an excellent showcase to observe applications and results of sponsorship activities.

From the literature review it has been found that sponsors' primary objectives are to develop brand awareness, to improve corporate image, and to increase the positive attitude toward their brand. These objectives are known as consumer-based brand equity. In addition, this study has discussed various theoretical frameworks related to sponsorship. Through it, companies use the image and the positive benefits of sport events to support overall corporate/marketing objectives. Achieving brand equity among various practises of marketing communications is one of the principal objectives of sponsors.

An online questionnaire has been created and distributed during the London 2012 Olympic Games as primary research in order to generate quantitative data. Then, several benefits for companies that can be engendered from Olympic sponsorship have been assessed; brand awareness, consumer attitude toward sponsors and purchase intention. Several hypotheses have been formulated to investigate correlations between the attitude towards sponsors and other variables such as attitude towards the Olympic Games or sponsorship.

Within the population surveyed, results have confirmed a large interest for the Olympic Games, but have also established a general dislike of Olympic Sponsors. However, the hypotheses testing have shown that for the surveyed population, the attitude towards sponsorship is strongly related to the consumer's interest in sport activities. In the same way, a positive consumer attitude towards sponsorship promotes a positive attitude towards the sponsoring brand. □ The Olympic Games have the attention of a large population thanks to worldwide participants. The argument that consumers' attitudes toward the event have an impact on the attitude towards the

brand has been an interesting finding of this research. Another interesting argument confirmed by this study is the statement that a positive consumer attitude toward the Olympic Games has a positive impact on the consumer's awareness of the sponsoring brands. In addition, it has been underpinned that brand attitude has an effect on buying intention when the respondents have a positive consumer attitude toward sponsoring brand. This result can comfort the company to its involvement in the sponsoring. The results support the theory that through sponsorship, companies use the image and positive benefits of sport events to support overall corporate marketing objectives.

It can be concluded that regarding the Olympic Games case study, sport sponsorship can be very effective as a marketing tool. From the study, it has been highlighted that sponsorship has a positive impact on brand attitude and a positive brand attitude can enhance purchase intention. The more the event is important and receives a positive attitude from the spectators, the more the image of the sponsor will be enhanced, that is why the Olympic Games interest big brands. Indeed, for consumers who have a good attitude towards the Olympic Games it can be seen that they have a better corporate image, brand awareness, and brand attitude toward the sponsoring brand. □

The success of Olympic sponsorship like any sports sponsorship depends in large part on how well the sponsorship is executed and incorporated into the entire marketing plan.



## The participation of the IOA at the revival of the Nemean Games

By: Anfisa Kasyanova (Belarus)

*Wonderful time, amazing experience, great feeling that its hard to describe in words, real pleasure, something that you cannot do and see everyday, dressing up in traditional clothing, running bare foot, the hot sun, having people from all over the world gathered all together in the same place for only one reason, to participate and try something awesome, to be as authentic as possible...The list of impression's words about Nemean Games cannot to be finished.*



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This year instead of the usual trip to the sea during the 52<sup>nd</sup> Young Participants Session there was a trip to Nemea for the 5<sup>th</sup> Revival of the Ancient Nemean Games. All youngsters and coordinators of the Session were registered by the IOA staff automatically and everyone received detailed information from the professor Stephan Miller, the main organizer of this event.

Now I'm free to say that I have made a small trick saying to the young participants that they hadn't the option to stay at the Academy that day and that everyone should come. Of course they could, but finally, almost everyone attended the trip either as athlete or spectator. All together we had a great celebration and contributed to the important historical event.

This day was special and unusual in all senses. First, it coincided with the International Olympic Day (June 23<sup>rd</sup>) and became a good way to spread the Olympic Spirit. Moreover the daily schedule was totally different from previous days: we started with early 6 a.m. breakfast and last group came back to the Academy almost at the midnight. This trip was another kind of IOA activity that helped people come closer and feel more friendly. As examples, they checked start's order not only for themselves but for friends too; during the way back to Olympia the buses were shaken from the participants' songs on different languages.

Let's have a look and imagine how the games were conducted!



All participants were divided into gender and similar age groups that followed one another throughout the day, started with the group of the most senior men. The journey of the athletes began near the *apodyterion* located close to the entrance of the stadium, where all participants were greeted by 'slaves' in a yellow *chiton* (tunic). Although it seemed a little bit of Chaos in maintaining order, everyone was happy and calm and knew that announcer would call him. Each participant should run in a white *chiton* tightened with a *zoni* (belt) and could rub his/her body with olive oil before competition. As we know, the ancient Greeks generally competed nude, nevertheless the rules of the renewed Games did not insist upon this practice.

*Hellandikes* (judges) dressed in a black *himation* (long robe) as were the judges in the ancient Nemean Games, asked participants to say the oath of the Nemean Games before they crossed the ancient tunnel on their way to the stadium. This tunnel was constructed about 2,330 years ago and at its end there is a very well preserved graffito in ancient Greek 'NIKO' that means 'I win!' inscribed by an athlete of antiquity, which inspired every participant to try hard to achieve victory as well.

They also had the unique chance to experience *hysplex* — ancient starting mechanism from the *balbis* (stone starting line) with keeping both feet in the grooves. (For more details see about *hysplex* <http://nemeangames.org/en/nemea-stadium/hysplex.html>). The main difficulty during the start was provided by two cords that were stretched in parallel to the *balbis* in front of all the runners. As for me, I was taught by previous runner to jump the cords before they fall down on the surface and by this to save a time. I think it has been a significant contribution to my win.

Another duty of the athlete was to remember three Ancient Greek short phrases: '*poda para poda*' — foot by foot, '*ettime*' — ready, '*apite*' — go. After all procedures the race started. Generally it took 10 minutes per one heat.

At the finish line the *Hellanodikai* tied a ribbon around the head of the victor and gave him/her a palm branch. In front of spectators the *keryx* announced the name of the victor. It was very impressive to see all winners wearing their ribbon and keeping their palm branch close until the final award ceremony at the evening of that day. Furthermore, each participant was given a present, a special blue T-shirt with the emblem of the 5th Nemead. Thus, at the end of the races the slopes of the stadium were looked rather bluely than their usual color.

The most encouraged participants decided to check their abilities in 7.5 kilometer, 'Footsteps of Herakles'. The coordinators, me and Raoni Machado went further and did this race barefoot. The 7.5 km started at the ancient Temple of Herakles at Kleonai around 6 p.m. after the special oath too. The course included about 1.7 km of country road through fields of grain, olive groves, and vineyards (it was quite difficult to run barefoot this part) and the rest was asphalt. All athletes of the 'Heracles Footsteps' as they were entering the stadium they gradually were met by spectators and didn't want to go back to *apodyterion* because of the claps and the cheerings.

Although we didn't stay for the awarding ceremony and the banquet because of a long trip back to the Academy, I am sure that everyone enjoyed this unique and excellent opportunity to be a part of the revival of the Nemean Games. Not only young participants and coordinators of the Session did the race. Among athletes we could see Kostas Georgiadis, the IOA's Honorary Dean, other IOA professors Susan Brownell and Heather Reid, former IOA participants Nicollette Wolf and Sabina Shakhverdieva.

Here is the list of the winners from the IOA who over-



Whelmed the stadium with joy: Kostas Georgiadis, Susan Brownell, Sabina Shakhverdieva, Ashish Kumar Rawat, Muyundana Siyanga, Anfisa Kasyanova, Raoni Machado, Fahed Abu Assaf, Guillermo Reherrmann del Rio, Kaltoum Guindo, Marie Christine Plasse, Lea Medvešek, Daniela Drogge, Álvaro Romero, Aileen Huri, Vivi Chavarria, Romana Ceamuru, Annette Notz, Teo Fumero Adams, Lotte Bråthen.

I have to refer to Carolin Bishop and Theo Kaimasidis who didn't participate in the race but did another kind of contribution to the Nemean Games legacy, assisting Susan Brownell with her survey: Theo helped with the translation of the questionnaire into Greek and Carolin distributed it to the spectators. For everyone who even did not win or even did not participate in the races it was nice to be there, witness these unique competitions and get this life time experience.

On behalf of IOA participants I would like to thank everyone who was behind this event, especially professor Stephan Miller, as the ideological inspirer and main organizer of the Nemeads. We will always keep the memory of being in that place and would love to come and try it again in the future!



## News and opportunities!

### The EOC Laurel Award to Dionyssis Gangas

An important decision that reflects on Greek sport and Olympism in our country, was taken by the European Olympic Committees, since the Executive Committee decided to honor for 2012 Mr Dionyssis Gangas with the highest distinction, for his long-term contribution to sport and Olympism. The *Laurel Award* is bestowed to individuals who have offered outstanding services for sport in their country; in the past it has been awarded to eminent personalities of European sport.

This honorary distinction is the second one awarded to the Director of the International Olympic Academy, Mr Dionyssis Gangas, for his long-lasting contribution to the sports movement, after the *Olympic Order*, the highest award of the International Olympic Committee. The awarding of the prize to Dionyssis Gangas will take place at the beginning of December at the city Eilat, Israel, during the General Assembly of the European Olympic Committees

### Peace and Sport Image of the year 2012 unveiled!

Erick Barrondo, Olympic Medalist Race Walker, wins The Peace and Sport Image of the Year Award !



Erick Barrondo won the Silver medal in the Men's 20km Race Walk at the London Games, becoming the first ever Olympic Medalist from Guatemala. The picture of the 21 years old athlete has conquered the hearts of sports fans worldwide: 69 % of the 15,359 voters chose his victory photo as the most iconic demonstration that sport can foster Peace in the world and encourage unity between divided communities.

He dedicated his historic race to his young countrymen back home just after he crossed the finish line on August 4, 2012. Mr. Barrondo said, *"It's well known that Guatemala has problems with guns and knives. I hope that this medal inspires the kids at home to put down guns and knives and pick up a pair of trainers instead. If they do that, I will be the happiest guy in the world."*

### **The Russian International Olympic University (RIOU) opens admissions to ground-breaking MSA programme**

The Russian International Olympic University (RIOU) has opened admissions to the English language version of its innovative and acclaimed MSA (Master of Sport Administration). The course has been designed to provide further education for National Olympic Committee members, those working for Russian and International Sports Federations, sports clubs, marketing agencies, and in the sports industry in general.

The ground-breaking MSA has been devised to create a new generation of effective sports managers with the knowledge and skills in strategic and operational management to successfully manage sports organisations, events and venues in any economic environment.

The course draws heavily on Olympic legacy and students will study the following modules: "Economics of sport and the Olympic Games", "Management, politics and the Olympic Movement", "Research in sports management", "Sport and the Olympic Games as a business", and "Sports marketing and communications".

RIOU has worked closely with leading Russian and foreign sports management experts to develop the MSA programme. These include core RIOU teaching staff and professors from leading universities and research centres around the world.

The curriculum utilises both traditional and modern teaching methods including academic lectures and seminars, case studies, interactive classes and cascade education, and complies with Russian Ministry of Education and Science standards and international qualification criteria.

The cost of the full-time (one-year) MSA programme will be US\$30,000 including tuition fees and on-campus accommodation. Lectures begin in September 2013 with the first intake of students graduating at the end of July 2014. Further details regarding the admissions process and the MSA programme are available at:

<http://olympicuniversity.ru/web/msa-eng>



## Upcoming Events!

### **IOC World Conference on Sport, Education and Culture**

25-27 November 2012, Amsterdam

The 8th World Conference on Sport, Education and Culture is co-organized by the International Olympic Committee (IOC) and UNESCO. The event, to be opened by the President of the IOC and a high-level UNESCO representative, will bring together around 500 people from governments, UN agencies and NGOs to highlight the power of sport as a mediator for social and economic development.  
Time for an IOA reunion maybe?!

### **Save the date:15th IOC World Conference on Sport for All: 24-27 April 2013**

The Conference, which will be hosted in Lima by the Miraflores Municipal Government and the Peruvian Institute of Sport, is being organised jointly by the IOC and the Peruvian Olympic Committee, in collaboration with SportAccord. Find out more about the conference and the registration process at [www.sportforall2013.org](http://www.sportforall2013.org)

### **Other events:**

#### **The International Conference of the Academy of international sport**

George Mason University, Fairfax, Virginia will host The Second International Conference of the Academy of International Sport entitled "Sport and the Global South II Legacies, Possibilities, Transformations" - Virginia, USA, 12-14 November

#### **Traditional Physical Culture and Sports Conference**

The Shree Hanuman Vyayam Prasarak Mandal (Institute of Physical Education of Amravati), under the auspices of the National Association of Physical Education and Sports (NAPES), will host the Global Conference on Traditional Physical Culture and Sports from 15-17 January, 2013, in Amravati, India.

#### **Sport Management Association of Australia and New Zealand 2012 conference**

The three day event focuses on the dual themes of "innovation and engagement", with sport researchers and industry practitioners encouraged to think creatively in order to enhance the professional and community sport sectors. Sydney, 28-30 November 2012

## WE WANT TO HEAR FROM YOU!!

**Is anything interesting related to sport happening in your country?**

**Has something exciting happened in your life that you would like to share with your IOAPA friends?**

**If you are interested in contributing to the IOAPA newsletter we would love to hear from you!**

**Please contact the newsletter editor, Vagelis, at [vagelis@ioapa.org](mailto:vagelis@ioapa.org) if you're interested.**

